

## ORDER



**Orders**  
**Order / Rev:** 698887  
**Alt Order #:** 06224666  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 690  
**Flight Dates:** 09/04/12 - 09/14/12  
**Original Date / Rev:** 07/11/12 / 09/24/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Crossroads Media/ POL  
**Buying Contact:** Amber Blonden  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Crossroads  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	30	\$38,200.00	\$32,470.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$38,200.00	\$32,470.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$38,200.00</b>	<b>\$32,470.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/07/12	09/07/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$750.00		0.00			
E 2	WKYC	09/07/12	09/07/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$650.00		0.00			
E 3	WKYC	09/10/12	09/10/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$2,400.00		0.00			
E 4	WKYC	09/10/12	09/10/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$750.00		0.00			
E 5	WKYC	09/10/12	09/10/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$650.00		0.00			

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 Alt Order #: 06224666  
 Flight Dates: 09/04/12 - 09/14/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 690

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	09/10/12	09/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$1,200.00		0.00			
E 7	WKYC	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$1,400.00		0.00			
E 8	WKYC	09/09/12	09/09/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE LATE NEWS (FOLLOWING NFL)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$2,400.00		0.00			
E 9	WKYC	09/09/12	09/09/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$1,600.00		0.00			
E 10	WKYC	09/06/12	09/13/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$2,400.00		0.00			
Week:		09/10/12	09/16/12	---T---					1	\$2,400.00		0.00			
E 11	WKYC	09/06/12	09/13/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$750.00		0.00			
Week:		09/10/12	09/16/12	---T---					1	\$750.00		0.00			
E 12	WKYC	09/06/12	09/13/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$650.00		0.00			
Week:		09/10/12	09/16/12	---T---					1	\$650.00		0.00			
E 13	WKYC	09/06/12	09/06/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$1,200.00		0.00			
E 14	WKYC	09/11/12	09/11/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$2,400.00		0.00			
E 15	WKYC	09/11/12	09/11/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$750.00		0.00			
E 16	WKYC	09/11/12	09/11/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----					1	\$650.00		0.00			
E 18	WKYC	09/05/12	09/12/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

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E 18	WKYC	09/05/12	09/12/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH 3 NWS AT 11 M-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$2,400.00		0.00			
	Week:	09/10/12	09/16/12	--W----		1				\$2,400.00		0.00			
E 19	WKYC	09/05/12	09/12/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$750.00	P-3	0.00	NM	2	\$1,500.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$750.00		0.00			
	Week:	09/10/12	09/16/12	--W----		1				\$750.00		0.00			
E 20	WKYC	09/05/12	09/12/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$650.00		0.00			
	Week:	09/10/12	09/16/12	--W----		1				\$650.00		0.00			
E 21	WKYC	09/12/12	09/12/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----		1				\$1,200.00		0.00			
N 22	WKYC	09/14/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$2,400.00	P-3	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$2,400.00		0.00			
N 23	WKYC	09/14/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$750.00		0.00			
N 24	WKYC	09/14/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$650.00		0.00			
N 25	WKYC	09/14/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	----F--		1				\$1,200.00		0.00			
													Totals	30	\$38,200.00